

A SUBSTITUTE ORDINANCE

05-O-1542

BY PUBLIC SAFETY AND LEGAL ADMINISTRATION COMMITTEE

**AN ORDINANCE AMENDING THE 2005
(INTERGOVERNMENTAL GRANT FUND) BUDGET,
DEPARTMENT OF POLICE, BY ADDING TO ANTICIPATIONS
AND APPROPRIATIONS IN THE AMOUNT OF \$32,173 FOR A
GRANT FROM THE GOVERNOR'S CHILDREN AND YOUTH
COORDINATING COUNCIL TO CONTINUE AN INITIATIVE BY
THE ATLANTA POLICE DEPARTMENT TO CURB UNDERAGE
DRINKING, AND FOR OTHER PURPOSES**

WHEREAS, underage drinking is a serious threat to public safety in that underage drinkers often commit petty crimes and operate motor vehicles while intoxicated, and

WHEREAS, the Atlanta Police Department has received a grant from the Governor's Children and Youth Coordinating Council to employ a combination of enforcement and public education activities to deter underage drinking in the community, and

WHEREAS, the Atlanta Police Department will partner with the Georgia Alcohol Policy Partnership to enhance the effectiveness of all initiatives designed to reduce underage drinking, and

WHEREAS, the Budget Commission of the City of Atlanta has recommended increasing Anticipations and Appropriations in the Intergovernmental Grant fund by \$32,173 as a result of this grant award

NOW, THEREFORE, BE IT ORDAINED BY THE COUNCIL OF THE CITY OF ATLANTA, GEORGIA

Section one: that the (Intergovernmental Grant Fund) Budget, Department of Police, be and is hereby amended, as follows:

ADD TO ANTICIPATIONS

1B02	J53X0210JDA0	Enforcing Underage Drinking Laws IV	
	632101	State Grants/Entitlements	\$32,173

ADD TO APPROPRIATIONS

1B02 X11T0771JDA0 Enforcing Underage Drinking Laws IV

71*****	Personal Services	\$31,500
72*****	Operating Expenses	<u>573</u>
		\$32,173

Section two: that all ORDINANCES or parts of ORDINANCES in conflict with the conditions contained herein are hereby WAIVED.

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Lwy

**STATE OF GEORGIA
CHILDREN AND YOUTH COORDINATING COUNCIL**

Pete Colbenson, Ph.D.
Director

July 19, 2005

Ms. Shirley Franklin, Mayor
City of Atlanta
55 Trinity Ave., Ste. 5900
Atlanta, GA 30335

Dear Ms. Franklin:

Thank you for submitting a grant application to the Children and Youth Coordinating Council. It is my pleasure to announce that your application for grant funds has been approved for funding of \$32,173.00. Your program, Underage Drinking Prevention, has been designated as subgrant 04D-12-0005 with a grant period of 6/1/2005- 5/31/2006.

Enclosed is the Statement of Subgrant Award, General Conditions and Special Conditions (if applicable) placed on the subgrant. After careful study of the conditions, please acknowledge your acceptance by signing the **original** Statement of Subgrant Award, General and Special Conditions and return them to my office by July 29, 2005. It is important that you retain a copy of the Award and Conditions for your files and reference. **Failure to return these documents by the deadline may result in the loss of the grant award.**

As stated in the General Conditions, the Council requests that you include a statement as to the funding source of this program on all correspondence, publications and media releases, etc. If you have any questions regarding this grant, please do not hesitate to contact my staff at (404) 508-6574.

Sincerely,

Pete Colbenson
Director

CC: Mr. E. Davis, Project Director
Ms. Cynthia Sellers, Finance Director
Atlanta Regional Commission

RECEIVED
JUL 22 2005

BW



ENFORCING THE UNDERAGE DRINKING LAWS APPLICATION FACE SHEET

Children and Youth Coordinating Council
3408 Covington Highway, 4th Floor
Decatur, Georgia 30032-1513
(404) 508-6574

PART ONE

SECTION 1 - APPLICANT AGENCY

(Must Be Fiscal Agent for Grant)

Applicant Agency Name: City of Atlanta

A. Executive Officer Name: Shirley Franklin

Title: Mayor

Mailing Address*: 55 Trinity Avenue
Atlanta, GA 30335

City: State: Zip:

County: Fulton

Congressional District: 5

Phone: Fax: PH: (404) 330-6100

Email: sfranklin@atlantaga.gov FX: (404) 658-7285

B. Fiscal Contact: Cynthia Sellers

Title: Grants Accountant

Mailing Address*: 68 Mitchell Street
Atlanta, GA 30335

City: State: Zip:

County: Fulton PH: (404) 330-6913

Congressional District: 5 FX: (404) 658-7885

Phone: Fax:

Email: csellers@atlantaga.gov

SECTION 2 - IMPLEMENTING AGENCY

(different from applicant agency)

Implementing Agency Name: Atlanta Police Department

Executive Director: Richard J. Pennington

Title: Chief of Police

Mailing Address*: 675 Ponce de Leon Avenue
Atlanta, GA 30308

City: State: Zip:

County: Fulton PH: (404) 817-6900

Congressional District: 5 FX: (404) 817-6887

Phone: Fax:

Email:

SECTION 3 - PROJECT DIRECTOR

Name: E. A. Davis

Title: Police Sergeant

Agency Name: Atlanta Police Department

Mailing Address*: 675 Ponce de Leon Avenue

City: Atlanta, GA State: Zip: 30308

County: Fulton

PH: (404) 853-4470

Congressional District: 5 FX: (404) 853-7667

Phone: Fax:

Email: edavis@atlantapd.org

(*ORGANIZATION MAILING ADDRESS)

SECTION 4

TYPE OF APPLICATION (TYPE ONE):

 Initial/1st Year 2nd Year
X 3rd Year 4th Year
 Other

If continuation application, please list all previous
grant(s) #: 03D-12-0006

02D-12-0002

Amount Requested: \$ 32,173.00

Federal Employer ID#: 586-000511
(add the dash)

Is the applicant delinquent on any federal debt?

 Yes X No

If yes, attach a detailed explanation.

I, the undersigned authorized representative of the applicant, have read, understand and agree to all relative conditions specified in the Children and Youth Coordinating Council's Request for Proposals and Application Kit, and having read all attachments thereto do submit this application on behalf of the applicant. If awarded a grant to implement the provision herein, I do certify that all applicable federal and state laws, rules and regulations applicable thereto will be followed.

Shirley Franklin
Applicant Executive Officer (Signature & Date)

Richard J. Pennington 5/9/05
Implementing Agency Executive Officer (Signature & Date)

PART TWO**APPLICATION FACE SHEET****SECTION 5 - PROJECT DATA**Anticipated Number of Coalition Members: 4Congressional District(s) to be Served: 5th County(ies) to be Served: Fulton, DeKalb**SECTION 6 - PROJECT TYPE (Mark all appropriate types)**☒ Enforcing the Underage Drinking Laws Program☐ Enforcing the Underage Drinking Laws Enforcement (only)**SECTION 7 - PROJECT SUMMARY**

Project Title:

Summary: (Less than 50 words)

To continue a coordinated program of enforcement and education to reduce underage drinking in the City of Atlanta. The program will continue to use paid overtime for inspectors and investigators to do on-site compliance checks of establishments that sell alcoholic beverages to detect sales to underage patrons. At the site visits, personnel will provide to business operators literature to assist the employees in detecting underage patrons.

SECTION 8 - PROJECT ACTIVITIES

(Mark all activities provided through this grant. List additional activities not found below under "other")

☐ Public Policy Advocacy☒ Comprehensive Community Based Prevention/Awareness Activities☒ Media Campaigns☒ Responsible Sales and Alcohol Training☒ Compliance Checks & other Enforcement Activities

Other: _____

**ATLANTA POLICE DEPARTMENT
ENFORCING UNDERAGE DRINKING LAWS
YEAR THREE**

SECTION ONE: PROBLEM STATEMENT

On September 27, 2002, the Atlanta Police Department was awarded a grant to intensify enforcement of underage drinking laws in the City of Atlanta. Atlanta, as the entertainment and business center of the Southeastern United States is home to a large number of establishments that serve alcohol. At the inception of the first grant, the Atlanta Police Department was aware that service of alcoholic beverages to underage drinkers was a problem and that supplemental enforcement was needed. The first year of the enforcement initiative was most enlightening, in that the extent of the underage drinking problem in the City was further quantified by the number of citations issued by investigators and inspectors. As an example, inspectors went to seven Buckhead locations in December, 2002 with a police recruit under the age of 21. Four of the establishments sold alcoholic beverages to the underage recruit without checking for identification and verification of age. These establishments were cited by inspectors. Inspectors again took the 20 year old recruit to a number of establishments in March of 2003 and one grocery store, one night club and one liquor store were all cited for furnishing alcohol to a minor. In addition to these findings, inspectors also found illegal promotions at some of the local bars, such as illegal displays and promotions that included giving away free drinks. More frequently, operators were cited for selling alcohol without a license. In conclusion, the Atlanta Police Department became more aware of the extent of illegal alcohol consumption in the City, especially by minors during the operation of the first grant. The Department intends to build upon the lessons learned during the term of the first two grants to further fine tune operations in the third year.

SECTION TWO: PROGRAM GOALS

The Atlanta Police Department intends to continue its effort to reduce underage drinking in the City by means of a coordinated program of enforcement, public education and inter-agency collaboration. The enforcement collaboration will include intensive monitoring of establishments that sell alcohol to assure that underage alcohol sales are deterred. Public education will include programs to train bar owners and operators to better deter underage drinking. Inter-agency collaboration will include coordination with business associations, area institutions of higher learning and state alcohol policy agencies. Such collaborations will be continuing relationships established in year one of this program, in addition to new partnerships forged during the term of the first two grants. The Department will use results from the enforcement compliance checks to gauge the degree to which establishments comply with underage drinking laws and set objectives regarding that compliance rate to set objective levels for continued compliance by alcohol vendors. That is, the enforcement and public education activities are intended to increase the degree of compliance by alcohol vendors. Therefore, the percentage of establishments found to be in compliance will be the baseline for setting objectives for maintaining higher compliance levels. Again the degree of compliance will be measured

based on the results of compliance checks during the current grant period. The first year of operation of the program resulted in a substantial improvement in the compliance levels. This compliance level was due to a number of factors associated with the program. First, enforcement tends to correct misconduct on the part of alcohol vendors. Once cited, a vendor tends to learn that the City is serious about eradicating underage drinking. With this message, the vendor is inclined to more carefully comply with underage drinking laws. Further, the vendor, once cited, is more vigilant regarding the tactics underage patrons employ to purchase alcohol. Secondly, word gets out. Vendors talk amongst themselves and if one vendor is cited, word spreads quickly by word of mouth about the citation, and others become more compliant based on the perception that inspections are commonplace. Finally, public education and media awareness reduce non-compliance, as awareness of the serious consequences of underage drinking, such as traffic accidents, escalating criminal misconduct and the increasing odds of citation have resulted in substantial improvement in compliance levels. In fact, over the past year, compliance checks were conducted at 695 establishments and only three underage drinking violations were found. Clearly, the vendors have been getting the message and it is now critical that compliance checks and education efforts continue unabated to reinforce the compliant behaviour. Further, the compliance checks that did not result in citations for service to underage patrons did often result in citations for other violations, such as illegal promotions or failure to produce a valid license.

PERFORMANCE OBJECTIVES:

1. To inspect 600 establishments that sell alcohol during the project period, focusing on establishments that are identified by campus hotline tips as selling to underage patrons.
2. To further focus inspections at alcohol vending locations that are identified as being in locales pinpointed as the scene of a large number of alcohol related crimes, as identified by geographic information systems at the Atlanta Police Department.
3. To train 50 bar owners and operators to more effectively comply with underage drinking laws during the project period.
4. To collaborate with at least one Neighborhood Planning Unit to focus underage drinking enforcement at trouble spots as identified by community leaders.
5. To coordinate and collaborate with one state agency to conduct training of bar owners and operators.

OUTCOME OBJECTIVES:

1. To maintain the degree of compliance with underage drinking laws, as measured by on-site compliance checks of alcohol vendors.
2. To reduce the number of DUI citations of underage drivers during the grant term, as a result of enforcement activities and collaborations with learning institutions and the Atlanta Police DUI Task Force, as well as responsible bar owners

SECTION THREE: EVALUATION

Evaluation of this enforcement , public education and inter-agency collaboration program will be based on the following criteria:

Measure	Target	Strategy
Number of inspections of establishments who sell alcohol.	100 Inspections	Inspections will be conducted by trained inspectors and investigators targeting trouble spots identified by tip lines or crime analysis.
Number of bar owners and operators receiving printed information to enhance compliance with underage drinking laws	50	Collaboration with the Georgia Alcohol Policy Partnership to conduct training sessions
Number of collaborations	5 collaborations	Establish a long term working relationship with the Georgia Alcohol Policy Partnership and at least one Neighborhood Planning Unit along with the Governor's Office of Highway Safety and two or more institutions of higher learning, and continued collaboration with responsible club owners.

SECTION FOUR: METHODS AND PROCEDURES

The Project Director for this program, Sergeant E. A. Davis will make enforcement assignments based upon the following criteria:

1. Tips from student hotlines established to allow college students to anonymously report establishments that serve alcoholic beverages to underage patrons.
2. Alcohol vending establishments in high crime 'hot spots' as identified by the police department's geographic information system.
3. Establishments that have an extensive record of violation of underage drinking laws.

In concert with this enforcement initiative, the department will commence an extensive public information and training program to further enhance observation of underage drinking laws. This strategy will employ the following approaches

1. Collaboration with the Georgia Alcohol Policy Partnership to train and inform bar and convenience store personnel as to the specifics of underage drinking laws and the most effective procedures for assuring compliance
2. Collaborate with the Georgia Alcohol Policy Partnership to train underage decoys who will enter alcohol service establishments and attempt to purchase beverages illegally, as part of a law enforcement sting operation to effectively detect and cite establishments that sell alcoholic beverages to minors.
3. Distribute literature regarding underage drinking at locations inspected as part of the enforcement component.

SECTION FIVE: CONTINUATION

The Atlanta Police Department will seek sufficient General Fund resources in the budget cycle to continue operation of this initiative following the expiration of this final year of grant funding. This program enjoys considerable public support among key elected officials in Atlanta City government and the odds of local continuation of the program appear good, barring unforeseen financial hardship.

GRANT APPLICATION

DETAILED BUDGET SUMMARY

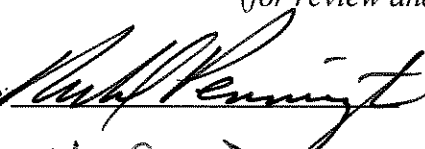
CYCC-USE ONLY
Subgrant Number

Budget Category	Requested Budget			CYCC Approved Budget	
	Grant Funds	Matching Funds	Percent of Grant Funds Budget	<input type="checkbox"/> Federal <input type="checkbox"/> State	Matching Funds
A. PERSONAL SERVICES:					
1. Salaries					
Inspector overtime at \$17/hrx600	10200				
Inv. Overtime at \$25/hrx400hrs	10000				
Recruit at \$15x400 hrs	6,000				
Sergeant at \$26.50x 200hrs	5,300				
2. Fringe Benefits					
Sub-Total	\$31,500				
B. REGULAR OPERATING:					
Printed materials	100				
Sub-Total	\$100				
C. TRAVEL:					
Sub-Total					
D. EQUIPMENT:					
Sub-Total					
E. PER DIEM, FEES & CONTRACTS:					
Convocation for alcohol vendors	573				
Sub-Total	\$573				
F. TELECOMMUNICATIONS:					
Sub-Total					
GRAND TOTALS	\$32,173		100%		

TRANSMITTAL FORM FOR LEGISLATION

To Mayor's Office: Greg Pridgeon

(for review and distribution to Executive Management)

Chief of Police Signature: 

Deputy Chief Signature: 

Assistant Chief Signature: 

From: Originating Dept.: POLICE

Contact (Name): Dan Boozer 817-6782

Committee(s) of Purview: PUBLIC SAFETY/LEGAL

Committee Deadline: August 15, 2005

Committee Meeting
Dates: August 30-31, 2005

City Council Meeting
Date: September 6, 2005

CAPTION:

AN ORDINANCE AMENDING THE 2005 (INTERGOVERNMENTAL GRANT FUND) BUDGET, DEPARTMENT OF POLICE BY ADDING TO ANTICIPATIONS AND APPROPRIATIONS IN THE AMOUNT OF \$32,173 FOR A GRANT FROM THE GOVERNOR'S CHILDREN AND YOUTH COORDINATING COUNCIL TO CONTINUE AN INITIATIVE BY THE ATLANTA POLICE DEPARTMENT TO CURB UNDERAGE DRINKING, AND FOR OTHER PURPOSES

BACKGROUND/PURPOSE/DISCUSSION:

THE ATLANTA POLICE DEPARTMENT HAS RECEIVED A RENEWAL GRANT TO CONTINUE DEPLOYMENT OF PAID OVERTIME PERSONNEL TO ALCOHOL VENDORS TO INSPECT AND DETERMINE WHETHER THESE ESTABLISHMENTS ARE MAKING SALES TO UNDERAGE PATRONS. THIS PROGRAM IS DESIGNED TO REDUCE THREATS TO PUBLIC SAFETY POSED BY ALCOHOL CONSUMPTION BY MINORS. THE DEPARTMENT WILL COLLABORATE WITH THE GEORGIA ALCOHOL POLICY PARTNERSHIP AND COMBINE ENFORCEMENT ACTIVITIES WITH EDUCATION EFFORTS TO PREVENT UNDERAGE DRINKING.

FINANCIAL IMPACT (if any):

NONE.

PERSONNEL IMPACT:

NONE.

Mayor's Staff Only

Received by Mayor's Office (Date): 8.17.05 DD

Reviewed (Initials): 

Date: _____

Action by Committee:

 APPROVED ADVERSE HELD AMENDED
 SUBSTITUTE REFERRED OTHER